

In the Claims:

A complete listing of the claims is set forth below.

1. (Currently Amended) A computer-implemented method of determining, through the use of a processor, the performance of an advertisement, the method comprising:

collecting a plurality of input data points;

collecting a plurality of outcome data points; and

calculating one or more performance scores based upon the input data points and the output data points;

wherein the input data points include one or more of data points about an advertisement description, data points about a creative description, and data points about a user description, and wherein the outcome data points include one or more of data points about user opinions and data points about user experience.

2. (Canceled)

3. (Original) The method of claim 1, wherein the one or more performance scores are accessible to an Evaluator through a computer-based application.

4. (Original) The method of claim 1, wherein the data points are accessible to an Evaluator through a computer-based application.

5. (Currently Amended) The method of claim-2 1, wherein the performance scores include a composite performance score which is calculated using one or more of:

a performance score calculated using data points about user experience;

a performance score calculated using data points about user opinions;

a performance score calculated using data points about advertisement relevance;

a performance score calculated using data points about an advertiser brand;

a performance score calculated using data points about a web-site brand; and

a performance score calculated using data points about user interest.

6. (Currently Amended) The method of claim-2_1, wherein the performance scores include ~~a user experience~~ performance score calculated using the data points about user experience.

7. (Currently Amended) The method of claim-2_1, wherein the performance scores include ~~a subjective-performance score~~ calculated using the data points about user opinions.

8. (Currently Amended) The method of claim-2_1, wherein the performance scores includes ~~an objective~~ performance score calculated using data points about objective criteria.

9. (Original) The method of claim 1 further comprising:
displaying a survey concerning the advertisement to one or more users;
collecting the results of the survey; and
calculating at least one of the performance scores based on the survey results.

10. (Original) The method of claim 9, wherein the survey is presented to the one or more users as a pop-up window.

11. (Original) The method of claim 9, wherein the survey is accessed by the user via a link associated with the advertisement.

12. (Original) The method of claim 9, wherein the survey solicits text comments.

13. (Original) The method of claim 12, wherein the text comments are viewable by an Evaluator.

14. (Currently Amended) The method of claim 9, wherein a ~~user~~ experience performance score calculated using the data points about user experience is calculated using the survey.

15. (Currently Amended) The method of claim ~~9~~ 12, further comprising:
analyzing the text comments to identify key words;
assigning numeric values to the identified key words; and
calculating ~~the subjective~~ a performance score calculated using the data points about user opinions, said performance score based at least in part on the numeric values.

16. (Currently Amended) The method of claim ~~9~~ 12, wherein the text comments are viewable by an Evaluator.

17. (Currently Amended) The method of claim ~~2~~ 1, wherein ~~user~~ description the data points about a user description are determined from cookies.

18. (Currently Amended) The method of claim ~~2~~ 1, wherein the ~~ad~~ description data points about an advertisement description are downloadable from one or more external data collection databases.

19. (Currently Amended) The method of claim ~~2~~ 1, wherein the ~~creative~~ description data points about a creative description are downloadable from one or more external data collection databases.

20. (Currently Amended) A computer application stored on a computer-readable medium and executed by a processor, the computer application capable of ~~for~~ evaluating an advertisement, the application comprising:

~~objective data collecting means for collecting a plurality of objective data points~~ about objective criteria regarding the advertisement;

~~subjective data collecting means for collecting a plurality of subjective data points~~ about user opinions regarding the advertisement;

~~user experience data collecting means for collecting a plurality of user experience data points~~ about user experience regarding the experience of one or more users that have viewed the advertisement;

~~advertisement description data collecting means for collecting a plurality of advertisement description data points~~ about an advertisement description regarding characteristics of the advertisement;

~~creative description data collecting means for collecting a plurality of creative description data points~~ about a creative description regarding the content of the advertisement;

~~user description data collecting means for collecting a plurality of user description data points~~ about a user description regarding characteristics of one of more users; and

calculating means for calculating one or more performance scores from the plurality of data points.

21. (Original) The computer application of claim 20, further comprising a means to present one or more performance scores to an Evaluator.

22. (Original) The computer application of claim 20, further comprising means to present the data points to an Evaluator.

23. (Currently Amended) The computer application of claim 20, wherein one of the performance scores is a composite performance score which is calculated using one or more of:

a performance score calculated using data points about user experience;

a performance score calculated using data points about user opinions;

a performance score calculated using data points about advertisement relevance;

a performance score calculated using data points about an advertiser brand;

a performance score calculated using data points about a web-site brand; and

a performance score calculated using data points about user interest.

24. (Currently Amended) The computer application of claim 20, wherein one of the performance scores is a ~~user-experience~~ performance score calculated using the data points about user experience.

25. (Currently Amended) The computer application of claim 20, wherein one of the performance scores is a ~~subjective-performance~~ score calculated using the data points about user opinions.

26. (Currently Amended) The computer application of claim 20, wherein one of the performance scores is an ~~objective~~ performance score calculated using the data points about objective criteria.

27. (Original) The computer application of claim 20, further comprising means to download data from external collection databases.

28. (Original) The computer application of claim 20, further comprising:
means for displaying a survey concerning the advertisement to one or more users;
means for collecting the results of the survey; and
means for calculating one or more performance score based on the survey results.

29. (Original) The computer application of claim 28, wherein the survey is displayed to the one or more users as a pop-up window.

30. (Original) The computer application of claim 28, wherein the survey is accessed by the user via a link associated with the advertisement.

31. (Original) The computer application of claim 28, wherein the survey solicits text comments.

32. (Original) The computer application of claim 31, wherein the text comments are viewable by an Evaluator.

33. (Currently Amended) The computer application of claim 32 further comprising:

analyzing means for analyzing the text comments to identify key words;

assigning means for assigning numeric values to the ~~analyzed~~ identified key words; and

calculating ~~the subjective~~ a performance score calculated using the data points about user opinions, said performance score based at least in part on the numeric values.

34. (Currently Amended) The computer application of claim 20, further comprising cookie inspection means for determining ~~user description~~ the data points about a user description from cookies.

35. (Currently Amended) The computer application of claim 27, wherein ~~the ad description~~ data points about an advertisement description are downloaded from the one or more external data collection databases.

36. (Currently Amended) The computer application of claim 27, wherein ~~the creative description~~ data points about a creative description are downloaded from the one or more external data collection databases.